

NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time and location stated below. Meetings are typically held the 3rd Monday of each month. Notice is given that members of the City Council might be in attendance. Requests for persons with disabilities who need assistance to participate in this meeting should be made by calling City Hall: (608)-882-2266 with as much advance notice as possible.

City of Evansville **Economic Development Committee**
Regular Meeting
3rd floor City Hall, 31 S. Madison Street, Evansville, WI 53536
Monday, February 20, 2023, 6:00 p.m.

AGENDA

- 1.** Call to Order
- 2.** Roll Call
- 3.** Motion to approve the agenda
- 4.** Motion to waive the reading of the minutes of the January 16, 2023 regular meeting and approve them as printed.
- 5.** Civility Reminder
- 6.** Citizen appearances, other than listed agenda items
- 7.** Monthly Reports
 - A.** Community Development Update
 - B.** Chamber of Commerce Report
 - C.** Tourism Commission Report
- 8.** Discussion
 - A.** Building Improvement Grant – Standing Member
 - B.** MadREP/Livability.com Media Opportunity
 - C.** Ad Hoc Committee to organize Business Summit
- 9.** Next Meeting Date: March 20, 2023 at 6:00pm
- 10.** Motion to Adjourn

-Jim Brooks, EDC Chair

These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

**City of Evansville Economic Development Committee
Regular Meeting
Monday, January 16, 2023 6:00 PM**

MINUTES

1. Call to Order. Brooks called meeting to order at 6:04pm

2. Roll Call:

	Present/Absent	Others Present
Chair James Brooks	P	Com. Dev. Director Colette Spranger
Ben Ladick, Vice Chair	P	Bill Lathrop, Evansville Today
Jon Alling	P	City Administrator Jason Sergeant
Sue Berg	P	Roger Berg
Brandon Rutz	P	
Pat Carr	P	
Gabe Schrader	P	

3. Motion to Approve Agenda by Ladick, seconded by Berg, approved unanimously.

4. Motion to waive the reading of the minutes of the November 21, 2022 meeting and approve them as printed by Ladick, seconded by Berg, approved unanimously.

5. Civility Reminder. Brooks reminded the committee of the City’s commitments to civil discourse.

6. Citizen Appearances, other than listed agenda items.

A. Jodi Saevre, Palace Meets. Ms. Saevre described the trajectory of the coworking space she owns, noting that her business model is shifting slightly in the wake of COVID. The front space will be converted into a yoga studio and the back offices will remain coworking spaces for remote workers.

7. Monthly Report

A. Community Development Report. Spranger gave the report. A recap of recent Plan Commission items was given, along with updates regarding ongoing developments.

B. Chamber of Commerce Report. No report.

C. Tourism Commission Report. Berg gave the report. Updates on the ongoing murals around downtown were given. Upcoming events were shared.

8. Discussion.

A. Introductions and Icebreakers with New Members. Brief introductions of the committee's membership, due to the presence of two new members.

B. Organizing the 2023 Business Summit. Discussion began on the organizing of a business summit. The City last held one in 2008. Focus groups and conversations at that summit resulted in the 2008 Economic Development Plan put together by Whalen and Associates. The majority of the tasks outlined in that report were completed in the last fifteen years. Citizen Roger Berg spoke against the perceived benefits of the 2008 summit, arguing instead for the committee to do more face-to-face meetings of business owners. Brooks and Spranger believe that the combination of the Chamber of Commerce being in transition and businesses recovering from the pandemic mean that the timing might be appropriate for another summit. Discussion continued on, noting the importance of protecting larger businesses and keeping their interests in mind. No action was taken about furthering plans for a new summit.

9. Next Meeting Dates: Monday, February 20, 2023 at 6:00pm.



Community Development Updates

February 20, 2023 Colette Spranger, Community Development Director

Recent and ongoing community development activities:

- February Plan Commission: three land divisions approved, ongoing conversations with Andy Phillips regarding TIF assistance and filling out the remainder of his site on Brown School Road
- Vibrant Spaces grant applied for through WEDC; intended to offset costs with splash pad development at Leonard-Leota Park
- Yearly Community Rating System (FEMA & floodplain related) reporting completed
- Colette, Jason, Julie, and two council members attended the Ehlers Public Finance Seminar
 - AHA! Moment: a reminder the fruits of economic development often take their time. Good planning and keeping the long-term goal in mind.
- Revived after long hiatuses following COVID:
 - Business visits done by Jason and Colette, resulting in a handful of good conversations.
 - Building Improvement Grants issued
 - Three \$1,200 grants issued to businesses in the downtown
 - Board of Zoning Appeals will be meeting on February 23rd
- Very good progress is being made with a large industrial user. We are expecting to give a formal update in the next few weeks.

Building Inspection/Permitting

- January 1 – February 20, 2023: 29 building permits; \$5,054 in fee revenue
- This same time last year: 22 building permits; \$2,565 in fee revenue

New Housing Starts – 2010 to 2022

	Single Family	Two Family	Multifamily	Total	Multifamily Notes
2010	10	2	0	12	
2011	16	0	0	16	
2012	18	0	0	18	
2013	11	12	0	23	
2014	18	12	0	30	
2015	25	10	0	35	
2016	28	8	0	36	
2017	22	4	7	33	Lot 3, Brown School Road (7 units)
2018	32	4	9	45	Lot 2, Brown School Road (9 units)
2019	17	14	8	39	Lot 3, Brown School Road (8 units)
2020	27	6	0	33	
2021	10	26	0	36	
2022	9	10	0	19	

City of Evansville
Evansville Tourism Commission
February 2023 Summary Submitted by Sue Berg

The Evansville Tourism Commission met February 9, 2023.

Highlights of this meeting are:

Tourism Commission welcomed new member Jenny Wiedel, who is the meeting and events planner at Creekside Place.

The artist for the second mural proposed adding an interactive element to the design. Balloons will be painted on the wall and people can pose as if holding the balloons. Nancy Nelson, chairperson of the ad hoc mural committee, sent a recommendation to Sue Berg, Tourism chairperson, in favor of the addition. A motion to approve the design was made by Jim Brooks, and seconded by Abbey Barnes. After discussion, motion carried.

Sue Berg proposed placing a series of three ads in Our Wisconsin magazine to promote Evansville as a destination. The magazine will design the ads using content sent by the Tourism Commission. A motion to approve placing ads in a series of three Our Wisconsin magazines was made by Ben Corridon, and seconded by Raj Patel. Motion carried.

Jenny Wiedel reported that CreekFest will be held September 16. Cruise Nights will be hosted May through September.

Upcoming events with tourism potential:

- a. Chocolate Extravaganza Feb. 11
- b. 8-pin Bowling Tournament Feb. 17-18
- c. Vintage Shop Hop March 3-4
- d. Farm Toy Show March 5
- e. SouperHeros Cook-off March 18
- f. High School Musical Disney's Beauty & The Beast April 21-23
- g. Art Crawl May 12

Next meeting dates are April 13 and June 8.

ROCK READY INDEX

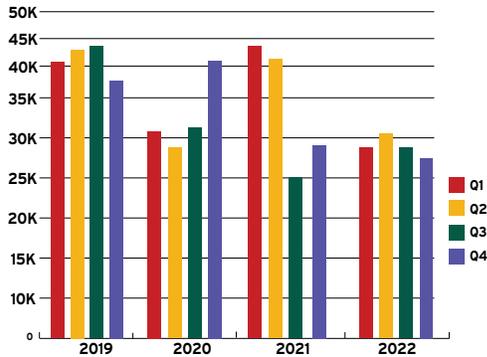


ECONOMIC DEVELOPMENT DASHBOARD REPORT FOR ROCK COUNTY, WISCONSIN

Q4 2022

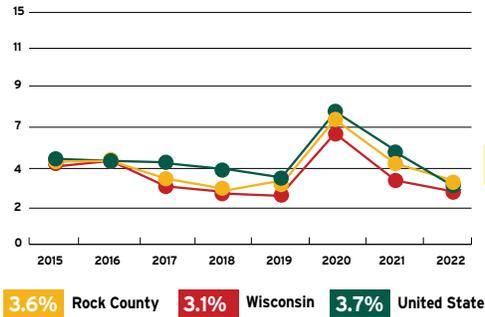
Workforce

Job Posting Activities



Data Source: SW WDB, EMSI

Annual Unemployment



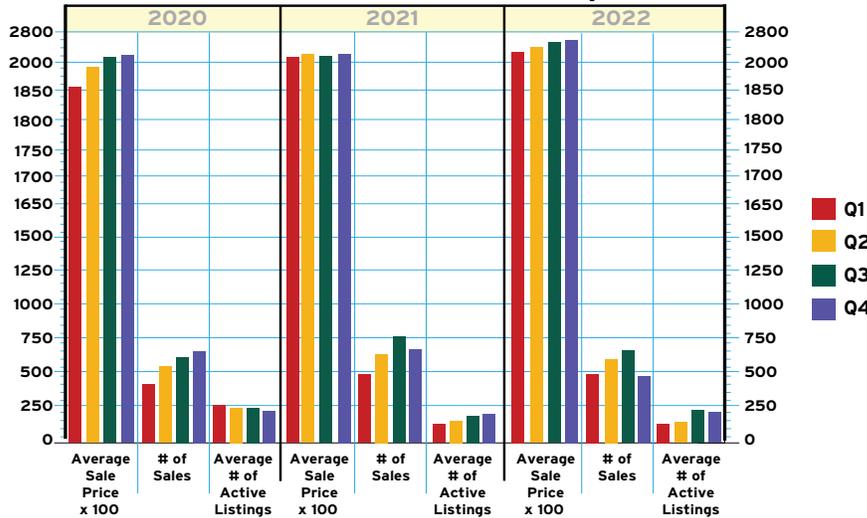
Data Source: Wisconsin Department of Workforce Development

Rates Reflect Pre-Pandemic Trends

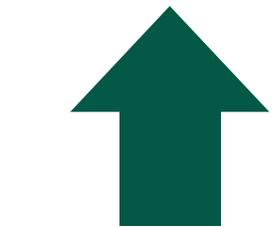
Macroeconomic Conditions Impact Hiring Appetites

Real Estate

Residential Market Activity



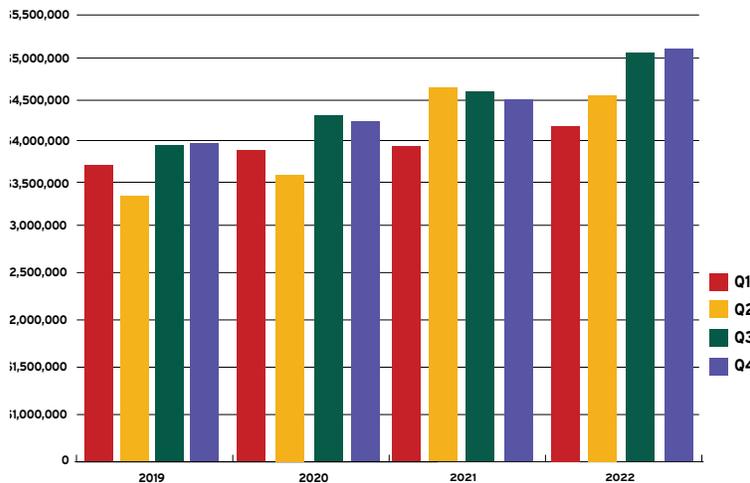
Data Source: South Central Wisconsin MLS Corporation



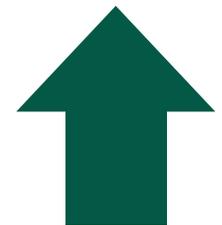
A New Q4 Pricing Benchmark

Sales Activity

Rock County Sales & Use Tax Collections



Data Source: Wisconsin Department of Revenue

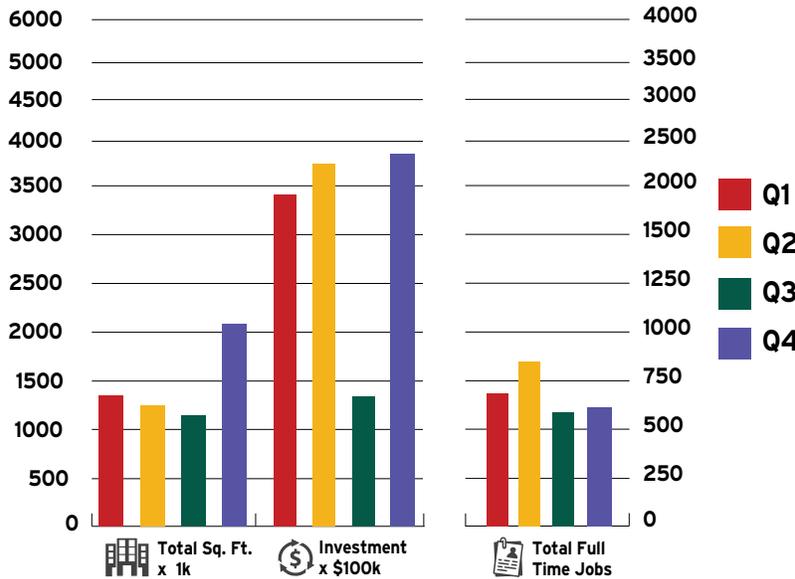


Strong Returns Set New Q4 & Year-End Records

This information was collected from primary and secondary data sources deemed reliable. Please note that this information is subject to change without notice.

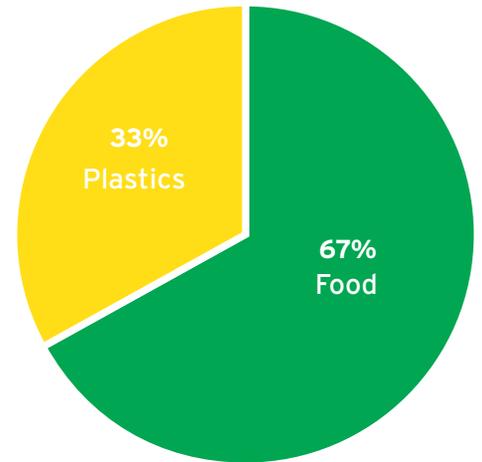
Economic Development Pipeline

Real Estate, Investment & Employment Impacts



Source: RCDA ED Project Tracker, which provides an aggregate snapshot of the industrial/warehousing and select commercial development opportunities expressing an interest in SC WI, the Janesville-Beloit MSA and/or the Stateline area.

Industry Sectors



Food & Beverage Investment Activities Fueled the Q4 Pipeline

Project Profile



Global Systems and Components Manufacturer Building 85,000 SF Facility

GEA Mechanical Equipment US, Inc. (GEA) broke ground for its state of the art 85,000 SF facility in the City of Janesville’s East Side Business Park. This net-zero (carbon footprint and operating) building will serve as the company’s Midwest assembly/production, logistics, repair and training center. Within three years, GEA anticipates that its staffing level will grow to more than 70 full-time employees.

Founded in 1881, the GEA Group is one of the world’s largest systems and components suppliers to the food, beverage and pharmaceutical sectors. With more than 18,000 employees globally and operations in 62 countries, GEA’s processes, services and technologies are commonplace among an increasingly diverse portfolio of consumer and commercial applications.

The Janesville GEA facility will represent the company’s Separation & Flow Technologies Division - which is anchored by process engineering components and machines (e.g. decanters, homogenizers, pumps, separators and valves).

Hunzinger Construction Company is providing construction management, general contracting and design-build services for the project. Architectural and engineering services were provided by Zimmerman Architectural Studio; and Janesville-based Silha & Sons is providing range of grading and excavation services. To facilitate this development, the City of Janesville provided a Tax Increment Financing package.

For additional GEA information, visit www.gea.com



GROW WITH EVANSVILLE

EXCEPTIONAL BUSINESS CLIMATE

- One-stop zoning, permitting and development assistance
- Extensive entrepreneur support network
- Young, educated labor pool
- Rock County's fastest growing community
- Reliable, affordable public power
- Commercial and industrial properties available
- Freight rail access

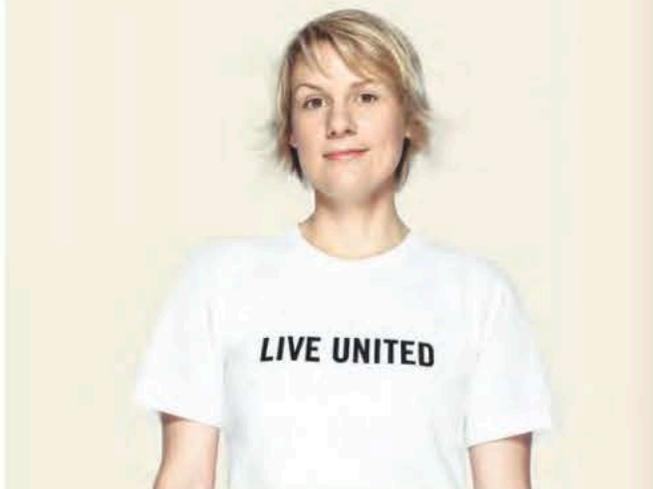


AFFORDABLE HIGH-QUALITY LIVING

- Cost of living 5% below national average
- Small town with historic charm
- Close proximity to world class UW-Madison
- Sustainability-focused



MORE INFO:
608.882.2285
grow@ci.evansville.wi.gov
www.ci.evansville.wi.gov



GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 



Want to make a difference? Find out how at LIVEUNITED.ORG.

» VISIT OUR ADVERTISERS

Agrace Hospice
www.agrace.org

Alliant Energy
www.alliantenergy.com

American Family Insurance
www.amfam.com

**BMO Harris Bank
National Association**
www.bmo.com

Capitol Lakes Retirement
www.retirement.org/madison

City of Baraboo
www.cityofbaraboo.com

City of Columbus
www.cityofcolumbuswi.us

City of Evansville
www.ci.evansville.wi.gov

City of Fitchburg
www.fitchburgwi.gov

City of Madison
www.cityofmadison.com

City of Middleton
www.cityofmiddleton.us/econdev

City of Reedsburg
www.reedsburgwi.us

City of Stoughton
www.ci.stoughton.wi.us

City of Sun Prairie
www.cityofsunprairie.com

Dane County Regional Airport
www.msnaairport.com

Edgewood College
www.edgewood.edu

Madison Area Technical College
www.madisoncollege.edu

Madison Gas & Electric Co.
www.madisoneconomicdevelopment.com

**Madison Region
Economic Partnership**
www.madisonregion.org

Rock County Development Alliance
www.rockcountyalliance.com

Sauk County Development Corporation
www.scdc.com

Unity Health Insurance
www.unityhealth.com

UW Health
www.uwhealth.org

Village of Prairie Du Sac
www.prairiedusac.net

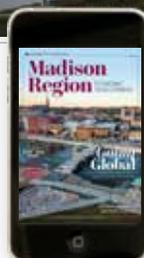


Madison Region

ECONOMIC DEVELOPMENT

LIVABILITY.COM/MADISON-REGION

MEDIA KIT 2023



Leverage **Livability.com** to attract talent, tourism and investment.



LIVABILITY MEDIA

SPONSORED BY THE MADISON REGION ECONOMIC PARTNERSHIP



MADISON REGION
ECONOMIC PARTNERSHIP

In the last year, 36 million people have relocated.

As a record number of Americans relocate, the Madison Region has the opportunity to attract more residents and visitors than ever before. That's why the Madison Region Economic Partnership and Livability Media have partnered to showcase the Madison Region as a premier place to live, work and visit. We invite you to join us in this custom talent attraction campaign.

Through real estate investment, local shopping, community engagement and entrepreneurial endeavors, new residents help communities thrive.

Consider these facts:

- **Affordability is key.** In Livability Media's national study on affordability, 7 in 10 adults considered affordability to be a top three factor influencing a decision to move.
- **Social factor.** As the number of people working remotely continues to rise, the most appealing cities are those offering opportunities for people to network, socialize, volunteer and learn new skills.
- **Professionals crave a healthy work/life balance.** They are seeking communities with abundant outdoor recreation, entertainment venues, restaurants, bars and special events.

Livability Media, a nationally recognized authority on America's residential markets, offers engaging campaigns and targeted messaging to those searching for our community – including corporate executives, families, job seekers, tourists and site selectors.

Through a multiyear program, the Madison Region is highlighted on Livability.com, which attracts millions of viewers each year. Additionally, a custom newsstand-quality print publication and interactive digital magazine, *Madison Region Economic Development*, will be made available to key audiences.

Our Livability Media representative, Adam Schiller, will be reaching out to schedule a Zoom meeting to go over program details. You can also reach out to him at aschiller@livmedia.com or at (615) 771-5541.

We hope you'll explore the benefits of this program and consider supporting this effort, as it will be the centerpiece of our marketing efforts in the coming year.

JASON FIELDS, CFEI, CCRS

President & CEO

Madison Region Economic Partnership



**LIVABILITY
MEDIA**

LIVMEDIA.COM | LIVABILITY.COM | (615) 850-0300

The Program's PURPOSE

This multimedia program encourages business investment, talent recruitment and relocation by reaching corporate executives, site selectors, entrepreneurs, talented individuals, families and visitors attracted to our quality of life.



PROGRAM COMPONENTS

- High visibility on Livability.com, a national quality-of-place and relocation website that reaches millions of viewers with highly shareable content
- A top-quality print publication with engaging photography and modern design that highlights the region's favorable business climate, enviable quality of place and tourism attractions
- An easily accessible and shareable companion digital magazine

ONLINE DISTRIBUTION & CONTENT PROMOTION

We leverage the rapidly growing Livability.com audience to drive readers to information about the Madison Region, including:

- Search engine optimization
- Dedicated social media promotion strategy, including both paid and organic efforts
- Select content marketing campaigns

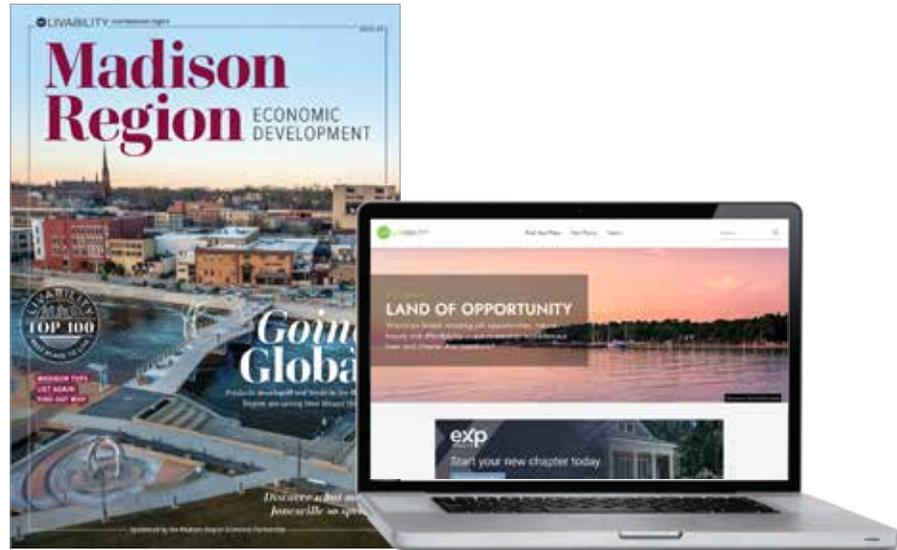


TARGETED PRINT DISTRIBUTION

We work to place the print edition in the hands of:

- Site selectors and corporate real estate professionals
- Qualified relocation prospects who have requested information
- People attending relevant trade shows, conferences and events
- Talent recruitment prospects of major employers in the city and region
- Potential new residents via real estate agents and financial institutions
- Our advertisers' clients and talent prospects
- People visiting the community via distribution to public offices

Your **INTEGRATED** MARKETING PROGRAM



Print

HIGH-QUALITY PRINT MAGAZINE

- Mirrors national business and lifestyle publications in design and content to create a credible, outbound marketing vehicle
- Allows the region to be more effective at promoting key industries and talent attraction
- Reflects changes in reader habits with more visuals, more graphics and more engaging editorial content

Most consumers begin their search for relocation and travel information online. Content that can reach and engage the right target audience through both inbound search and outbound promotion is vital.



Online

NATIONAL EXPOSURE ONLINE

- Your advertising program includes prominent presence within your city pages of Livability.com, which features articles, photos and graphics that showcase what's great about living in the Madison Region. The content is cross-promoted throughout the full website, including the homepage, article categories and your state page.
- Content about your community, including your advertisement, featured on Livability.com.
- Brand association with a nationally recognized website that spotlights communities and their innovative companies, entrepreneurs and quality of life.
- Responsive design that provides an optimal viewing and interactive experience.





Digital

INTERACTIVE DIGITAL MAGAZINE

- Allows users instant access to your content whenever and wherever
- Contains links throughout that direct readers to more information about content and advertisers
- An effective, easy-to-share tool for talent recruitment and tourism
- Interactive ad index that clicks through to your print advertisement



Display

ONLINE DISPLAY ADS

Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

- Billboard
- Half-Page
- Medium Rectangle
- Leaderboard



Premium

SPONSORED CONTENT & BRAND STORIES

- Custom content products in both print and digital formats
- Content, photography and editing services overseen by in-house editorial team
- High-quality marketing tool that includes overrun copies
- Stand-alone digital format with a unique URL, optimized for paid promotion efforts



RESEARCH GUIDES OUR CONTENT DEVELOPMENT

Should I Stay or Should I Go? What drives people to relocate or ultimately stay put.

Livability Media is a leader in the talent attraction space, producing content driven by the key interests of top prospects for relocation. We annually commission surveys with industry-leading research firm Ipsos to study specific trends in relocation, most recently focusing on how money impacts moving decisions.

We release the findings in white papers, typically in conjunction with the annual International Economic Development Council conference.

Download the survey at livabilitymedia.com/white-papers/

THE POWER OF PRINT DISTRIBUTION

Livability Media publishing programs include highly targeted print distribution campaigns.



Target Audience

- Specialty talent
- C-level business decision-makers
- Corporate real estate and site location professionals
- HR and recruitment professionals
- Major employers
- Fast-growth companies

Key Industries

- Advanced manufacturing aerospace
- Business headquarters
- Emerging technologies
- Renewable energy
- Logistics, transportation & distribution
- Value-added agriculture

Key Distribution Channels

- Customized mailings to C-level executives in key industry sectors
- Customized mailings to business decision-makers by geography, size and revenue
- Targeted mailings to corporate real estate executives and site location professionals
- Digital magazine on Livability.com
- Dedicated Wisconsin content page on Livability.com
- Promotion of Wisconsin content through Livability.com's social media channels

Do You Want Copies

FOR YOUR OWN RECRUITMENT USAGE?

▼ **Two additional ways you can help promote your community and organization.**

1. ADD A LINK TO YOUR WEBSITE

Does your website have a section explaining why your community is such a great place to live and work?

Add a URL link that connects to the city and state pages on livability.com to give your prospects added insight into our community.

2. SHARE WITH TALENTED PEOPLE ALREADY HERE BY DISTRIBUTING MAGAZINES

Community pride and personal connection are key elements in talent attraction – and talent retention.

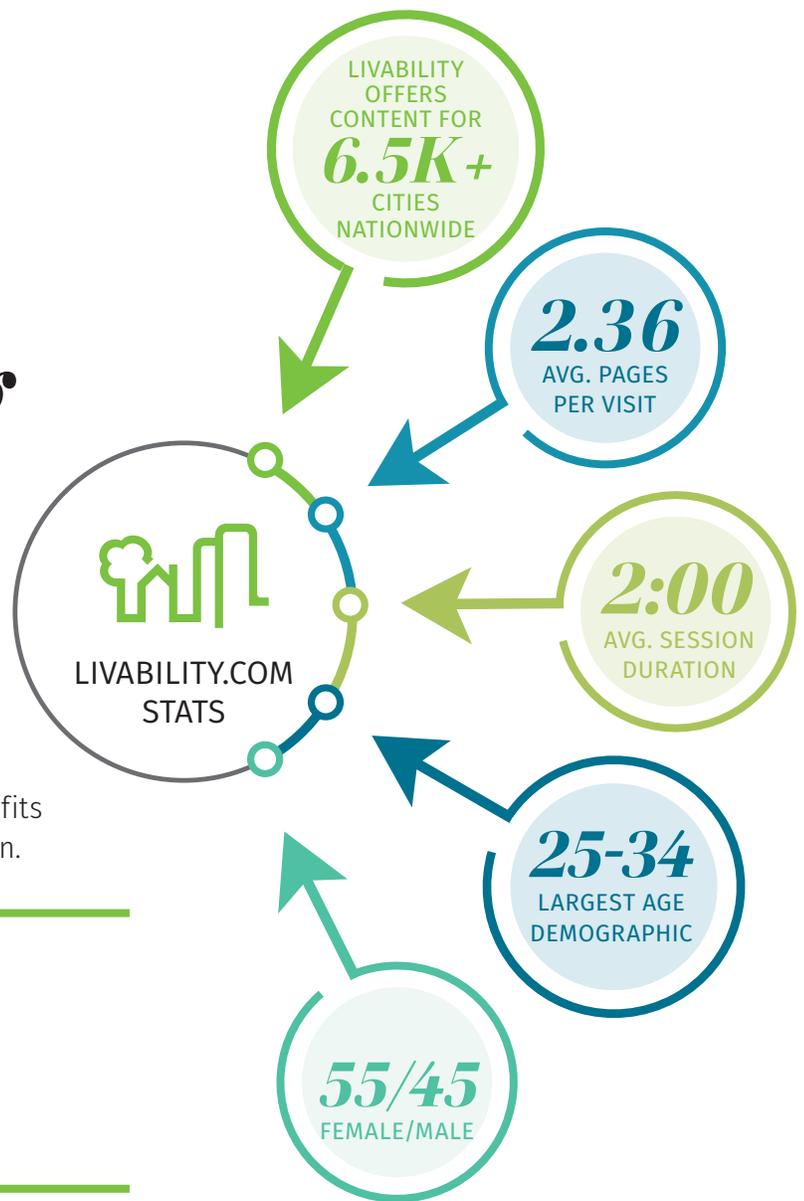
Distribute copies as an ambassador and inspire others to see why you are proud to live and work in this community – and perhaps attract professional colleagues, friends or family who live outside our borders.

Digital Marketing

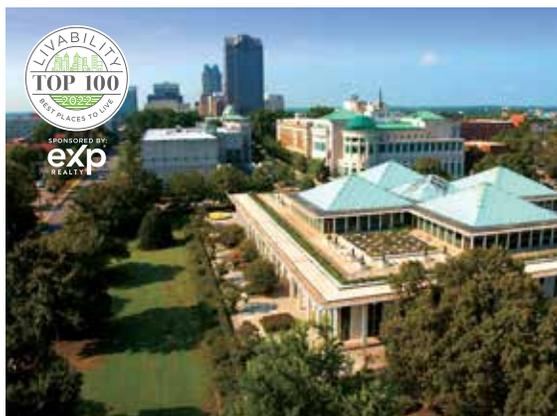
TO A NATIONAL AUDIENCE

Livability.com is telling the story of the Madison Region, expanding a national audience in new and different ways with relevant content about the benefits of living in and doing business in the Madison Region.

- Original content
- Data-driven lists and rankings
- Focus on economic development, talent recruitment and quality of life



Exposure on Livability.com offers a wide variety of digital content touch points reinforcing the Madison Region’s status as a great place to live and do business. The Livability audience is young, educated and affluent. Livability offers wide opportunities to trigger their interest year-round through quality content and effective content promotion.



TOP 100 BEST PLACES TO LIVE

Our annual Top 100 Best Places to Live list has made Livability a recognized brand and industry leader in the talent attraction space. Each year, Livability’s editor-in-chief collaborates with leading data experts to select criteria and weigh more than 40 data points to rank more than 2,000 cities in our quest to determine the best places to live in the U.S. The list attracts millions of page views annually from visitors nationwide and has been cited by CNBC, MarketWatch, realtor.com and countless local media outlets coast to coast.

As seen on:
realtor.com



Content Marketing PREMIUMS

Showcase your brand and extend your reach in print, online and via social media. Content marketing is a way for you to engage your audience by giving them legitimate information they want while positioning you and your brand as a trusted resource.

SPONSORED CONTENT

This is not your grandfather's brochure. It's a state-of-the-art magazine-within-a-magazine – about your business or a particular aspect of your business. It will reach your audience in print, online and via social media – capitalizing on the content marketing trend that has been embraced by large and small brands everywhere. Our sponsored content program uses the power of engaging editorial, photography and illustration to capture reader attention and give you multiple ways to reach them.



BRAND STORIES

So you'd like to see a story about your business? Well, there's a way to make that happen. A Livability Media Brand Story specialist will collaborate with you on an article idea to interest the audience you want to reach. Then a Livability writer will research and write the article and a Livability designer will format it in the overall tone and style of all other Livability articles.

P.S. It definitely won't be written in a style that's overly promotional or self-serving. Today's readers don't have time for that and millennials in particular are wired to sniff out and reject obvious sales pitches.

Digital PREMIUMS



Expand your reach and brand through additional online opportunities. Ask your sales representative for more information.

ONLINE CATEGORY SPONSORSHIP

This opportunity includes recognition with a custom sponsor text ad on the city landing page, plus one exclusive ad unit on all articles within your chosen category. Your ad will also rotate throughout the city section as general placement. **Choose one of the following categories: Education & Opportunities • Business Climate • Where to Live Now • Experience & Adventure • Food Scenes • Love Where You Live • Healthy Places.**

PREMIUM STATEWIDE EXPOSURE

These positions display on your state page, statewide articles and selected city pages, reaching visitors who search for information about various locations within the state.

PREMIUM DISPLAY AD SIZES

Upgrade your standard leaderboard or medium rectangle display ad to a premium display ad size for greater impact:

- Billboard: Fills top-of-page horizontal position
- Half-Page: Fills dominant vertical position



ADHESIVE BANNER SPONSORSHIP

The Adhesive Banner display ad is positioned across the bottom of the page and visible as the user scrolls. One of five positions available, ads will rotate on city landing and article pages.

DIGITAL MAGAZINE SPONSORSHIP

This opportunity includes a Billboard or Leaderboard, a bottom Adhesive Banner and site recognition as the digital magazine sponsor linking directly to your website. One standard or premium sponsorship is available per digital magazine.

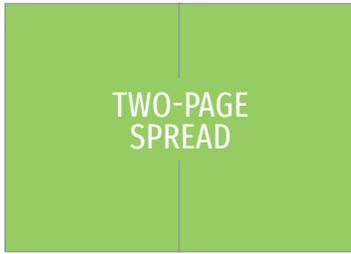


VIDEO SPONSORSHIP

Be the exclusive sponsor of your community's Livability video. Your logo will be featured at the beginning and end of the video, and also be recognized on the site as the sponsor.

PRODUCT SPECIFICATIONS

Print Sizes



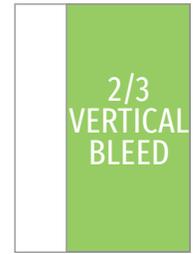
Bleed size: 16"w x 11.125"h
Trim: 15.75"w x 10.875"h
Live area: 15.25"w x 10.375"h
(.25" on each side of the gutter)



Bleed size: 8.125"w x 11.125"h
Trim: 7.875"w x 10.875"h
Live area: 7.375"w x 10.375"h



Bleed size: 16"w x 5.625"h
(left/right side & bottom)
Trim: 15.75"w x 5.5"h
Live area: 15.25"w x 5.25"h
(.25" on each side of the gutter)



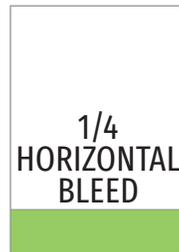
Bleed size: 5.28"w x 11.125"h
Trim: 5.03"w x 10.875"h
Live area: 4.53"w x 10.375"h



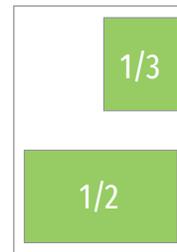
Bleed size: 8.125"w x 5.625"h
(left/right side & bottom)
Trim: 7.875"w x 5.5"h
Live area: 7.375"w x 5.25"h



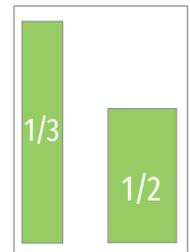
Bleed size: 3.06"w x 11.125"h
Trim: 2.81"w x 10.875"h
Live area: 2.31"w x 10.375"h



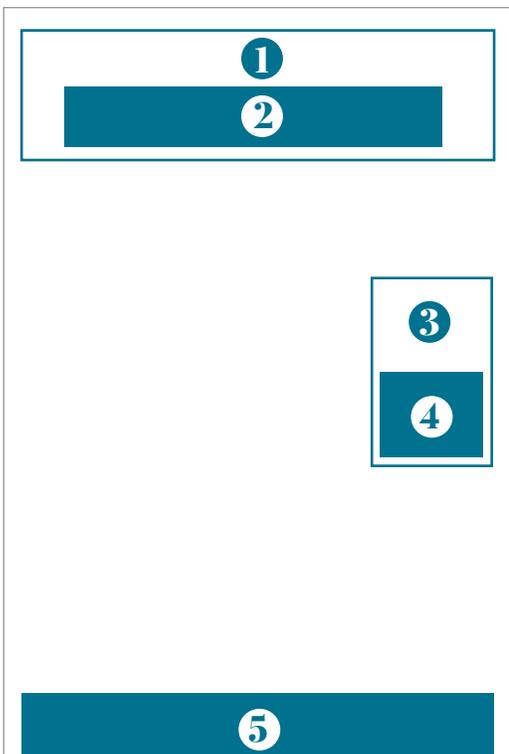
Bleed size: 8.125"w x 3.125"h
(left/right side & bottom)
Trim: 7.875"w x 3"h
Live area: 7.375"w x 2.75"h



1/3 HORIZONTAL
4.125"w x 4.625"h
1/2 HORIZONTAL
6.5"w x 4.625"h

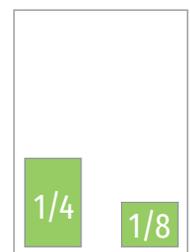


1/3 VERTICAL
1.937"w x 9.375"h
1/2 VERTICAL
4.125"w x 6.5"h



Online Sizes

- 1 BILLBOARD**
Desktop: 970 pixels wide x 250 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high
- 2 LEADERBOARD**
Desktop/Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high
- 3 HALF-PAGE**
Desktop/Tablet: 300 pixels wide x 600 pixels high
Mobile: 300 pixels wide x 250 pixels high
- 4 MEDIUM RECTANGLE**
Desktop/Tablet/Mobile: 300 pixels wide x 250 pixels high
- 5 ADHESIVE BANNER**
Desktop: 970 pixels wide x 90 pixels high
Tablet: 728 pixels wide x 90 pixels high
Mobile: 320 pixels wide x 50 pixels high



1/8 HORIZONTAL
3"w x 2.25"h
1/4 VERTICAL
3.167"w x 4.625"h

QUESTIONS?

Contact your sales rep or email ads@livmedia.com
Visit our Ad Resource Center at livabilitymedia.com/ads.

DIGITAL SUBMISSION GUIDELINES

Submit materials or print-ready ads via FTP, email or disk/USB drive as noted below.

For questions or more information, contact Livability Media via email at ads@livmedia.com or visit our Ad Resource Center at livabilitymedia.com/ads

VIA FTP: FTP.LIVABILITYMEDIA.COM

Username: ads
Password: client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

VIA EMAIL: ADS@LIVMEDIA.COM

Include business name, magazine name and ad size in your email message. Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.

Ads Produced by Livability Media

Basic typesetting and layout are included in rate. Custom production will be subject to additional charges.

A color PDF proof will be sent for approval prior to publication.

Supplied files, photo/logo scans, images and artwork must be:

- Scanned/created at 300 dpi or higher to size. (Photos or logos from websites cannot be accepted due to low print quality.)
- Set up as grayscale or CMYK.
- Saved as high-resolution TIFF, JPEG, EPS or PDF files.

Print-Ready Submitted Ads

- Print ad must be submitted as a high-resolution (300 dpi) PDF (PDF/X-1a).
- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a thin rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by the publisher due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

Rich Media/Animated Online Ads

- Formats: HTML5 or animated GIF or agency script
- Visit <https://www.livabilitymedia.com/html5> for more information on how to set up your HTML5 ad. *Note its html file must be named index.html.*
- 300 dpi resolution preferred
- GIF Files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately. Must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel, or code embedded in HTML5 script

Static Online Ads

- Formats: JPEG image, PNG image, static GIF image or agency script
- 300 dpi resolution preferred
- Agency script must use https (not http)
- No larger than 200KB
- Click-through link must be https (not http). May include a Google Analytics UTM tag for tracking.
- 3rd-party click tracking: May include 1x1 impressions-counting or click-counting pixel

PROOFING POLICY

We do not provide a proof for ads we do not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission to the publisher.



**LIVABILITY
MEDIA**

ADVERTISING OPERATIONS

OFFICE: (615) 771-0080

ADS@JNL.COM

6550 CAROTHERS PKWY, SUITE 420

FRANKLIN, TN 37067

WWW.LIVABILITYMEDIA.COM

PREMIUM INTEGRATED RATES

ANNUAL RATES	NET
Gatefold (Front, Back, Interior) with Medium Rectangle	\$14,460
Two-Page Spread (Opening, Center) with Leaderboard.....	\$10,985
Four Full Pages (Consecutive, Two 2-Page Spreads) with Leaderboard.....	\$17,930
Feature Jump Sponsor with Leaderboard	\$8,615
Back Cover - Full Page with Medium Rectangle	\$7,745
Inside Front Cover - Full Page with Medium Rectangle	\$7,515
Inside Back Cover - Full Page with Medium Rectangle	\$7,280
Page One - Full Page with Leaderboard	\$6,820
Facing Inside Back Cover - Full Page with Leaderboard	\$6,585
Table of Contents 1, Table of Contents 2 - Full Page with Leaderboard	\$6,585
Facing Online TOC – Full Page with Leaderboard	\$6,585
Following Online TOC – 1/3V Bleed with Medium Rectangle	\$4,290

GENERAL INTEGRATED RATES

ANNUAL RATES	NET
Two-Page Spread with Medium Rectangle	\$9,595
Full Page with Medium Rectangle	\$5,890
Two-Thirds Vertical Bleed with Leaderboard	\$5,395
Half-Page Vertical with Leaderboard	\$4,700
Half-Page Horizontal with Leaderboard	\$4,005
Third-Page Vertical with Medium Rectangle	\$3,540
Third-Page Horizontal with Medium Rectangle	\$3,540
Quarter-Page Vertical with Leaderboard	\$2,850
Eighth-Page Horizontal with Medium Rectangle	\$2,155
Additional Advertiser Listing	\$200



CONTENT PLACEMENT SPONSOR

Full Page - with Medium Rectangle	\$6,585
Choose from: Upfront Article 1, Upfront Article 2, Upfront Article 3, Quality of Life, Business Climate (3), Health & Wellness, Talent, Community Profile, Economic Profile	
1/2H Bleed - with Leaderboard	\$4,425
Choose from: Quality of Life, Business Climate, Health & Wellness, Talent	
1/4H Bleed - with Medium Rectangle	\$3,065
Choose from: Community Profile, Economic Profile	

BRAND STORIES

Full Page with Medium Rectangle	\$8,670
2 Full Page Spread with Medium Rectangle	\$12,375

SPONSORED CONTENT SECTION

Choice of Full or Digest Size	8-Page	16-Page
Print	✓	✓
Stand-Alone Digital Magazine	✓	✓
Online Medium Rectangle Display Ad	✓	✓
1,000 Overrun Copies	✓	✓
Marketing Landing Page	✓	✓
Digital Content with Promotion	✓	✓
	\$25,700	\$39,700
Brochure Paper/Stock Upgrade		
2,500 Overrun Copies	+\$2,500	+\$4,405



**LIVABILITY
MEDIA**

6550 Carothers Pkwy, Suite 420,
Franklin, TN 37067

sales@livmedia.com

(615) 850-0300 • Fax: (615) 771-0079

2023 DIGITAL RATE SHEET

LIVABILITY MEDIA

Distribution Channels

- 1 Info Requests
- 2 Largest Employers
- 3 Trade Shows
- 4 Economic Development Organizations/Site Selectors
- 5 Health Care Providers and Hospitals
- 6 Utility Companies and Manufacturers
- 7 Schools and Colleges / Universities
- 8 Hotels and Airports
- 9 Financial Institutions
- 10 Real Estate
- 11 Professional Offices / Public Places

RESERVE YOUR Magazine today!

- Complimentary copies will be provided to you for marketing your business.
- Additional copies are available to advertisers for the cost of shipping and handling.

Magazines	10	25	50	100	200	300	300+
Shipping & Handling	\$15	\$25	\$45	\$60	\$86	\$105	\$1.50 each + S & H

ADDITIONAL INFORMATION & PAYMENT TERMS

Submitted online display ads may be updated throughout the year at \$50 per submission.

Find additional information regarding submission of print and online materials on the Digital Submission Guidelines form or online at livabilitymedia.com/ads.

Payment is required with contract. <http://livability.com/payment>

ONLINE SIZES

- 1 BILLBOARD
- 2 LEADERBOARD
- 3 HALF-PAGE
- 4 MEDIUM RECTANGLE
- 5 ADHESIVE BANNER



STANDARD ONLINE DISPLAY ADS CITY/REGIONAL PAGES

Billboard.....	\$2,400
Half Page	\$2,400
Leaderboard.....	\$1,200
Medium Rectangle.....	\$1,200
Adhesive Banner.....	\$2,500

RUN OF STATE

Billboard.....	\$4,800
Half Page	\$4,800
Leaderboard.....	\$2,400
Medium Rectangle.....	\$2,400
Adhesive Banner.....	\$5,000

CATEGORY SPONSORSHIP \$5,000

Choice of: Business Climate • Education & Opportunities
Where to Live Now • Experiences & Adventures • Food Scenes
Love Where You Live • Healthy Places • Affordable Places to Live

- Site Sponsor Recognition ✓
- Half Page (Adhesive) ✓
- Half Page (General Rotation) ✓

DIGITAL MAGAZINE SPONSORSHIP \$5,000

- Billboard ✓
- Adhesive Banner ✓
- Site Sponsor Recognition ✓

DIGITAL BRAND STORY \$4,000

- Included in ENewsletter..... \$500
- Web Brand Story PDF File \$250

VIDEO SPONSORSHIP \$7,500

Be the exclusive sponsor of your community's Livability video. Your logo will be featured at the beginning and end of the video, and also be recognized on the site as the sponsor.



LIVABILITY
MEDIA

6550 Carothers Pkwy, Suite 420,
Franklin, TN 37067

sales@livmedia.com
(615) 850-0300 • Fax: (615) 771-0079